

Notice of References Cited

Application/Control No.

09/885,970

Applicant(s)/Patent Under
Reexamination
FOGELSON, BRUCE A.

Examiner

MICHELLE TARAE

Art Unit

3688

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U.S. PATENT DOCUMENTS

★		Document Number	Date	Name	Classification
		Country Code-Number-Kind Code	MM-YYYY		
	A	US-			
	B	US-			
	C	US-			
	D	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

★	Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)				
	U	Rivera, Carla. "United Way to Give Donors a Choice," Los Angeles Times, Jul 26, 1990			
	V	Hodge, Shelby. "De Tocqueville Society trumpets United Way," Houston Chronicle, Feb 28, 1999			
	W	Morton, Cynthia Renee. "Corporate social advertising's effect on audience attitudes toward company and cause," The University of Texas at Austin, 1999			
	X	Campbell, Leland. "Consumer evaluation and response to philanthropic advertising," University of Massachusetts Amherst, 1992			

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.